

PREFERANCE

Alhamdulillah, the author would like to express his gratitude to the presence of Allah S.W.T. because of the abundance of grace and guidance the author was able to complete a mini thesis with the title " **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH THROUGH INSTAGRAM SOCIAL MEDIA ON BRAND IMAGE TO PURCHASING INTENTION INSTANT NOODLE (INDOMIE) PRODUCT.**" The purpose of writing this thesis is to complete one of the qualifications to graduate and obtain a Bachelor of Management degree from the International Business ICT study program, from the Faculty of Economics and Business, Telkom University. In this research, the author received a lot of guidance, criticism, suggestions and motivation from many parties. Therefore, the author would like to thank:

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